



**KNXV-TV
PHOENIX**

ORDER

Print Date 07/19/12 Page 1 of 3

Flight Dates 07/24/12-07/30/12

Product

Wil Cardon for Senate 2012

Agency Com 15%

Billing Contact

**PO Box 288
Alexandria, VA 22313**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **TV: 07240730 :15's**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-3

Advertiser Ref

Contract / Revision **304765 /**

Original Date / Revision
07/19/12 07/19/12

Advertiser **Cardon / Republican / Senat**

Agency **Media Placement Technolog**

Buying Contact

**500 N Washington Street - Suite #31
Alexandria, VA 22314**

Primary Account Executive

Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
KASW	%	
KDRX	%	
KPHO	%	
KPNX	%	
KPPX	%	
KSAZ	%	
KTVK	%	
KTVW	%	
KUSK	%	
KUTP	%	
UNKWN	100%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
July 2012	22	\$11,220.00	\$13,200.00	0.00	06/25/12	07/29/12	22	\$11,220.00	\$13,200.00
August 2012	5	\$1,593.75	\$1,875.00	0.00	07/30/12	07/30/12	5	\$1,593.75	\$1,875.00
Totals	27	\$12,813.75	\$15,075.00	0.00					

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KNXV	07/24/12	07/30/12	M-F 6-7am M-F 6-7am	CM	6am-7am	1111---	:15/:15	4	\$225.00	P-3	0.00	BK	4	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		07/23/12	07/29/12	-111---		3		\$225.00		0.00					
Week:		07/30/12	08/05/12	1-----		1		\$225.00		0.00					
2	KNXV	07/24/12	07/30/12	M-F 7-9am M-F 7-9am	CM	7am-9am	111-1--	:15/:15	4	\$225.00	P-3	0.00	BK	4	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					



KNXV

Print Date: 07/19/12

Page 2 of 3

**KNXV-TV
PHOENIX**Contract / Revision **304765** Flight Dates **07/24/12-07/30/12**

Hiatus Dates

Original Date / Revision 07/19/12/ 07/19/12

Order Sep 00:20:00

Advertiser **Cardon / Republican / Sena** Product **Wil Cardon for Senate 2012** Estimate # **TV: 07240730 :15's**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
2	KNXV	07/24/12	07/30/12	M-F 7-9am M-F 7-9am	CM	7am-9am	111-1--	:15/:15	4	\$225.00	P-3	0.00	BK	4	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/23/12	07/29/12	-11-1--					3	\$225.00		0.00			
		Week: 07/30/12	08/05/12	1-----					1	\$225.00		0.00			
3	KNXV	07/28/12	07/28/12	Sa 6-7am GMA Sa 6-7am Good Morning ,	CM	6am-7am	-----S-	:15/:15	1	\$75.00	P-6	0.00	BK	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/23/12	07/29/12	-----S-					1	\$75.00		0.00			
4	KNXV	07/29/12	07/29/12	Su 6-7am GMA Su 6-7am Good Morning ,	CM	6am-7am	-----S	:15/:15	1	\$75.00	P-6	0.00	BK	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/23/12	07/29/12	-----S					1	\$75.00		0.00			
5	KNXV	07/25/12	07/30/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	1-1-1--	:15/:15	3	\$450.00	P-3	0.00	BK	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/23/12	07/29/12	--1-1--					2	\$450.00		0.00			
		Week: 07/30/12	08/05/12	1-----					1	\$450.00		0.00			
6	KNXV	07/24/12	07/27/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	-1-11--	:15/:15	3	\$450.00	P-3	0.00	BK	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/23/12	07/29/12	-1-11--					3	\$450.00		0.00			
7	KNXV	07/28/12	07/28/12	Sa 6pm News SA 6pm-630p	CM	6pm-630p	-----S-	:15/:15	1	\$250.00	P-3	0.00	BK	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/23/12	07/29/12	-----S-					1	\$250.00		0.00			
8	KNXV	07/29/12	07/29/12	Su 5pm News SU 5pm-530pm News	CM	5pm-530pm	-----S	:15/:15	1	\$250.00	P-3	0.00	BK	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/23/12	07/29/12	-----S					1	\$250.00		0.00			
9	KNXV	07/24/12	07/30/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	11-1---	:15/:15	3	\$750.00	P-3	0.00	BK	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/23/12	07/29/12	-1-1---					2	\$750.00		0.00			
		Week: 07/30/12	08/05/12	1-----					1	\$750.00		0.00			
E 10	KNXV	07/27/12	07/27/12	Friday 8-10pm Friday 8-10pm	CM	8-10pm	----F--	:15/:15	1	\$2,000.00	P-3	0.00	BK	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/23/12	07/29/12	----F--					1	\$2,000.00		0.00			
E 11	KNXV	07/27/12	07/27/12	Friday 8-10pm Friday 8-10pm	CM	8-10pm	----F--	:15/:15	1	\$3,000.00	P-3	0.00	BK	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/23/12	07/29/12	----F--					1	\$3,000.00		0.00			
12	KNXV	07/29/12	07/29/12	Sunday Prime A AFHV	CM	6pm-7pm	-----S	:15/:15	1	\$2,000.00	P-3	0.00	BK	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/23/12	07/29/12	-----S					1	\$2,000.00		0.00			
13	KNXV	07/24/12	07/30/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	11-1---	:15/:15	3	\$225.00	P-6	0.00	BK	3	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/23/12	07/29/12	-1-1---					2	\$225.00		0.00			
		Week: 07/30/12	08/05/12	1-----					1	\$225.00		0.00			



KNXV

Print Date: 07/19/12

Page 3 of 3

**KNXV-TV
PHOENIX**Contract / Revision **304765** Flight Dates **07/24/12-07/30/12**Hiatus DatesOriginal Date / Revision 07/19/12/ 07/19/12Order Sep 00:20:00Advertiser **Cardon / Republican / Sena** Product **Wil Cardon for Senate 2012** Estimate # **TV: 07240730 :15's**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
13	KNXV	07/24/12	07/30/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	11-1---	:15/:15	3	\$225.00	P-6	0.00	BK	3	\$675.00

*Tax 1 Note: Tax 0.5%.

Totals 27 \$15,075.00